A Social Marketing Strategy for Reaching Landowners

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Conclusions

- Family forest owners rule!
- Size matters
- Beauty, legacy, and privacy
- To manage or not to manage?
- They are a bunch of old guys
- Family forest owners don’t own forests
- Surround sound communications
Pop Quiz
Who is this?

A. William McKinley
B. Teddy Roosevelt
C. Eleanor Roosevelt
D. Smokey Bear
Who is this?

A. Walt Whitman
B. Henry David Thoreau
C. John Muir
D. Teddy Roosevelt
Who is this?

A. The first chief of the U.S. Forest Service
B. Gifford Pinchot
C. The former governor of Pennsylvania
D. All of the above
Who is this?

A. John W. Weeks
B. John E. Weeks
C. John W. Weeks
D. Edgar Weeks
What do these people have in common?

Catalysts of Forest Conservation
The Midnight Reserves
The Weeks Act
The Three Stages of Conservation

1. Individual
2. Federal
3. Private
Relegating conservation to government is like relegating virtue to the Sabbath. [It] turns over to professionals what should be the daily work of amateurs.

– Aldo Leopold (1935)
Pop Quiz
According to 1,000 likely voters: who owns most of the forests in the U.S.?

A. U.S. Government  
B. Forest industry  
C. Family forest owners
Forest Ownership, 2006

United States
- Federal: 33%
- Private: 21%
- Other: 9%
- State: 36%
- Local: 1%

Northeast U.S.
- Federal: 3%
- Private: 33%
- Other: 12%
- State: 50%
- Local: <1%
Forest Conservation: The Next Phase
Who are the family forest owners?
National Woodland Owner Survey

Conducted by the U.S. Forest Service, Forest Inventory and Analysis program.

To better understand:

• Who the landowners are
• Why they own land
• How they have used it
• How they intend to use it
Size Matters
Size of Family Forest Holdings
Northeast U.S., 2006

Area Owners
Size Matters

Proportion of family forest land

Size of forest holdings (acres)
Beauty, Legacy, and Privacy
Family Forest Ownership Objectives
Northeast U.S., 2006

- Aesthetics
- Part of home or cabin
- Privacy
- Nature protection
- Family legacy
- Other recreation
Family Forest Ownership Objectives (cont.)
Northeast U.S., 2006

- Hunting or fishing
- Land investment
- Part of farm
- Timber production
- Firewood production
- Nontimber forest products
To Manage or Not to Manage – That is the Question
Management of Family Forests
Northeast U.S., 2006

- Timber harvesting
  57% of family forestland
- Forest management plan
  24% of family forestland
- Management advice
  35% of family forestland
They are a bunch of old guys
Demographics of Family Forest Owners
Northeast U.S., 2006

Age: 42% 65 or older

Occupation: 53% retired

Gender: 84% male

Race: 98% white

Education: 42% college degree

Income: 23% $100,000 or greater
Plans for the next 5 years?
Northeast U.S., 2006

Percent of Forestland

None/minimal
Firewood
Timber
Heirs/sell
Buy

0% 10% 20% 30% 40% 50% 60% 70% 80%
Concerns
Northeast U.S., 2006

1. Property taxes
2. Family legacy
3. Insects and plant diseases
4. Air and water pollution
5. Vandalism and dumping
Family Forest Owners Don’t Own Forests
What is a forest?
How do we reach them?
Pop Quiz
Who is this?

A. Woodsy Owl
B. Smokey Bear
C. Connie Fir
D. Santa Claus
Social Marketing

Selling ideas, not products

Examples:
- Anti-smoking
- Mothers Against Drunk Driving
- Smokey Bear
Social Marketing

A program designed to promote a voluntary change in behavior by a target audience for personal and social benefit

Three components:

• Research
  • Attitudinal segmentation
  • Prime prospects
  • Focus groups
• Campaign
• Evaluation (behavior change?)
Sustaining Family Forests Initiative

A collaboration among government, industry, conservation, certifications, landowner, and academics organizations

Our goal is to conduct social marketing research:

• That will serve as a wide-ranging resource
• To aid in the development of outreach and services
Attitudinal Segmentation

- Woodland retreat
- Supplemental income
- Working the land
- Uninvolved
Woodland Retreat Owners

Most common ownership objectives
- Aesthetics
- Privacy
- Conservation
- Family legacy

More likely to have
- Smaller plots
- Have purchased their land
- Live on their land

Less likely to
- Use land for commercial purposes
Supplemental Income Owners

Most common ownership objectives
- Land investment
- Timber harvesting
- Family legacy

More likely to have
- Larger forest holdings
- Inherited their land
- Plans to pass on their forest land
- Participated in cost-share

Less likely to have
- Participated in certification
- Conservation easements
Most common ownership objectives
- Commercial
- Conservation
- Recreation

More likely to have
- Larger forest holdings
- Purchased their land
- Harvested trees
- Have definite plans for their land
- Participated in cost-share
- Participated in certification
- Lowest incomes
- Be younger

Less likely to
- Be retired
Uninvolved

Most common ownership objectives
- None

More likely to be
- Absentee owners
- Older
Attitudinal Segmentation
Northeast U.S., 2006

- Woodland Retreat: 36%
- Working the Land: 34%
- Supplemental Income: 13%
- Uninvolved: 17%
Prime Prospects Segmentation

Engaged in land management
- Favorable attitudes toward stewardship: Model Owners
- Unfavorable attitudes toward stewardship: Potential Defectors

Unengaged in land management
- Favorable attitudes toward stewardship: Prime Prospects
- Unfavorable attitudes toward stewardship: Write-offs?
Prime Prospects Segmentation
Northeast U.S., 2006

- Model Owners: 24%
- Prime Prospects: 30%
- Potential Defectors: 37%
- Write-offs: 9%
Prime Prospects and Attitudinal Segmentations
Northeast U.S., 2006

Percent of Forest Land

- Woodland Retreat
- Working the Land
- Supplemental Income
- Uninvolved

<table>
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<tr>
<th>Model Owners</th>
<th>Prime Prospects</th>
<th>Potential Defectors</th>
<th>Write-offs?</th>
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<tbody>
<tr>
<td>0%</td>
<td>10%</td>
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<td>30%</td>
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Social Marketing:
“Surround Sound” Communications

- Online
- Partnerships
- PSA/Advertising
- Retail
- Direct Mail
- Celebrity Sightings
- Events
- News Media
Communication Messages

Do
• Hit hot button issues
• Stress options

Don’t
• Be preachy
• Go global
Very few forest owners own any forest

They talk about specific land features
Words Matter

• What is forestry, foresters and loggers?

Dr. Seuss
Words Matter

• Terms like stewardship, sustainable management, and forest health are not part of their regular vernacular

• They do not strongly differentiate between conservation and preservation
Messaging and Communication

Target audience: white men over 55

- Newspapers and television
- Civic organizations
- More likely to be followers than leaders
- Concerned about financial security
- Environmentally minded, but not “environmentalists”
Preferred Learning Methods

- Books: 50%
- Foresters: 40%
- Newsletters: 30%
- Video tapes: 20%
- Other owners: 20%
- Television: 10%
- Internet: 0%
What are the hot buttons?

- Specific features, woods are often secondary
- Inheritance and passing on their land
- Wildlife, critters
- Privacy, security, and safety
- “There not making any more of it”
- Love of the land - deep, emotional attachment
- Country life and community, but not neighbors
- Financial rewards
A Social Marketing Example

Grandpa, Please Don’t Sell!
A Social Marketing Example

Is this your legacy???
A Social Marketing Example

We sold the family forest...do we look happy?
Conclusions

• Family forest owners rule!
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Credits

- National Woodland Owner Survey
  - Brett Butler
  - Earl Leatherberry

- Sustaining Family Forests Initiative
  - Scott Wallinger
  - Mary Tyrrell
  - Brett Butler
  - Larry Wiseman
  - Geoff Feinberg
  - Bill Banzhaf
  - Bob Fledderman
  - Eric Norland
  - Judy Langer
  - Don Ferguson
  - Scott van Manen
Questions?

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